

VIDEO VOTERS' GUIDE FACT SHEET

- 1. WHAT:** The Video Voters' Guide supplements the printed Voters' Pamphlet, to give voters more opportunity to know candidates and ballot propositions in Seattle and King County. The Video Voters' Guide is produced by the City of Seattle and King County, and includes two-minute statements from each participant. Candidates and ballot propositions are included in the order that they will be listed on the ballot. Different Guides are produced for the Primary and the General elections. **The video guide has DIFFERENT RULES AND DEADLINES from the printed voters' guide, so different instructions apply.**
- 2. WHO:** Every Seattle, King County, Port of Seattle, Seattle School Board candidate can tape a two minute presentation to be included in the guide. Representations of pro and con committees for Seattle and King County ballot propositions are also invited to participate.
- 3. WHERE AVAILABLE:** The Video Voters' Guide will air on the Seattle Channel Cable 21 and King County TV Cable 22 for at least two weeks prior to the election, and will be posted on the channels' web sites for longer than that. Seattle races are also indexed on the SEEC website. Copies of the tapes are on hand at Seattle and King County Libraries. Campaigns can link to the Video Guide from their web sites. Copies of tapes can be purchased from the Seattle Channel, at <http://www.seattlechannel.org/media/tapes.htm>.
- 4. DATES, TIMES, LOCATION:** Taping is in the Seattle Channel studios in Seattle City Hall in downtown Seattle over the following dates: **June 21 through 25, 2011**. Each participant schedules one half-hour appointment to tape a two minute speech. Taping is stopped about 15 minutes after the half hour to allow time to select and certify the version the speaker wants published. Expect a maximum of three "takes". A separate Appointment Preferences form lists time slots for each day.
- 5. FEE:** There is a \$100 fee to help defray production costs. **Please pay by check, made out to "City of Seattle."** We will give you a receipt for your campaign records. If you do not have sufficient campaign funds, **you may ask for a waiver** by checking the appropriate box on the Production Response Form. At the end of your campaign your public disclosure records (required of every campaign) will document if you have unencumbered funds.
Candidates who move on to the General election will have the option of taping a new statement for \$100, **or reusing their primary tape** for a \$50 production fee.
- 6. RULES:** Seattle and King County Rules stipulate that speakers cannot include props, wear insignia, use defamatory or obscene language, nor discuss their opponent(s). Keep in mind that even indirect reference to your opponents, such as "I am the only candidate in the race who..." may be disallowed. The Video Voters' Guide is a limited public forum specifically to give the voters a chance to hear who YOU are and what you stand for. You have other opportunities to comment on your opponent(s).
- 7. SCRIPT:** Each participant **must submit a copy of his or her script two days in advance** of the taping appointment. In addition to assisting with closed captioning, translation, and rule compliance, the script will be loaded into the Teleprompter to help you with your presentation. Past use of the Teleprompter has been a resounding success, and it is **STRONGLY** recommended that you use it even if you have no experience with one. **Last minute changes to your script cannot be entered into the Teleprompter at your appointment, so practice will ensure that it is the right length.**

See reverse side

8. TAPING TIPS: Rehearse AGAIN AND AGAIN OUTLOUD, to get the talk less than 2 minutes long, be sure you can comfortably say the words out loud, and simply to be familiar with your speech. **THE IMPORTANCE OF PRACTICING ALOUD CANNOT BE OVER-EMPHASIZED.** This presentation need not resemble your printed voters' pamphlet statement. The spoken word is often different. Think about what you want the voters to know about you, and remember the rules as you write. **READ THE RULES.**

9. APPEARANCE: Avoid busy prints, such as pinstripes or checkered patterns as they tend to "shimmer" on camera. **Avoid white,** as it can be overly bright on camera, and avoid high contrast colors, such as a white shirt with a black jacket. Colors work best.

Uniforms, costumes, insignia, and campaign buttons are **not permitted** on the tape.

A microphone will be attached to your clothing, out of sight of the camera. For this reason, please wear a jacket, shirt, or top that will support a clip-on microphone.

Normal or no make-up is fine. Lights in the taping studio can get very warm. Therefore, you may want to have facial powder to hide any shiny spots that may appear on your face.

10. PRESENTATION: Practice speaking through any mistakes, without stopping if you stumble on a word. This will enhance the smoothness of your final presentation, and will help ensure that you have at least one complete take before your appointment ends.

Keep body movements to a minimum, so that you remain centered in the stationary frame. Your hand gestures can be whatever is natural for you.

Relax. Take a deep breath before starting. Act and speak naturally. Stiffness or jerky movements may appear strange on camera.

Be aware that outtakes—comments made between presentations—may be subject to Public Disclosure, so be careful what you say between takes.

We recommend that you bring someone with you to watch your delivery and help you polish your on-camera presentation. Only one additional person will be allowed in the studio. As public employees, studio staff cannot advise your campaign.

IMPORTANT:

- ➡ Your statement must be **no more than 2 minutes long**. It is **very** important that you **rehearse out loud and time your presentation in advance** to get the most from your thirty-minute appointment. We tightly adhere to the time limit. **Taping will be stopped at 15 minutes after the ½ hour** to allow time for you to select the version to be published and sign required documents attesting to your selection. **If you are late, your taping time will be shortened. If you must reschedule, call in advance.**
- ➡ **This is a campaign activity for you, but it is a public service job for the producers and staff.** We cannot help you choose the tape you want to use, advise you on your presentation, or give you extra time.

For more information call the VVG coordinator, Anthony Adams, 206-684-8500.

Seattle Ethics and Elections Commission (SEEC)

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